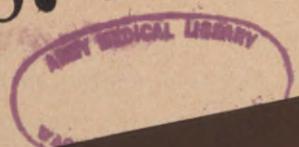


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# HOW ADVERTISERS CAN COOPERATE *with the* U.S. Cadet Nurse Corps



LS60

PREPARED BY THE WAR ADVERTISING COUNCIL IN  
COOPERATION WITH THE OFFICE OF WAR INFOR-  
MATION AND THE U. S. PUBLIC HEALTH SERVICE

# THE PROBLEM

ALL over the world today—in Europe, in the Pacific, in Africa, in Alaska, in all the theaters of war, and in the United States—American nurses are serving their country—responding to the call for nurses in the armed forces.

As they respond, other nurses now in training must step in to take their places, in order that the people at home—the potential soldier, the returning soldier, the war workers who are ill or injured, the men and women to whom an operation may mean life or death, the mothers and their babies—can carry on.

With far fewer doctors available today than a year ago, civilians may be unable to secure all the medical service they need.

Civilian hospitals are carrying peak loads; some of them have closed units because they are unable to obtain sufficient nurses. In war production centers, nurses are needed for hospitals, war plants, and public health services to protect the health of our war workers. Public health agencies in all areas are reporting a critical shortage of nurses. The Army Nurse Corps and the Navy Nurse Corps continue to need thousands of nurses. The nurse power of the country *must* be increased. The national health *must* be protected.

*The answer to this problem is more new student nurses—at least 65,000 this year—who will train to replace civilian nurses who have gone into the Army or the Navy. The goal *must* be met.*

The U. S. Cadet Nurse Corps has been established to recruit these new nurses. The Corps was established by the Bolton Act, passed unanimously by the Congress, and is administered by the Division of Nurse Education, U. S. Public Health Service, Federal Security Agency.

The Cadet Nurse Corps provides *All-Expense Education, Plus a Monthly Allowance, for Young Women Who Qualify.* Although qualifications vary with schools of nursing, minimum requirements include good health and graduation with a good scholarship record from an accredited

65,000 New Student Nurses Needed

0921

## Lifetime Education Without Cost

high school. College experience is a distinct advantage. The age limit is 17 or 18, depending on the school of nursing, to 35. Many schools accept married students.

Tuition will be fully paid for nurse education in an approved school of nursing selected by the student. Room, board, fees, and monthly personal allowances will be provided—\$15 for Pre-Cadets, \$20 for Junior Cadets, and at least \$30 for Senior Cadets. The indoor uniforms of the school of nursing and the smart official outdoor uniforms will be furnished. The uniform insignia proudly proclaims the wearer as a member of the U. S. Cadet Nurse Corps in the service of her country.

Through accelerated nurse education courses which meet accepted educational standards, Cadet Nurses complete their education in 24 to 30 months, except in schools which require an additional six months of practice. They then become Senior Cadets, performing the work of graduate nurses under supervision.

Young women who enroll in the U. S. Cadet Nurse Corps begin to serve their country at once, by releasing graduate nurses for duty with the armed forces and in critical civilian areas. Cadet Nurses make it possible for graduate nurses to provide adequate nursing care for soldiers, sailors, marines, coast guardsmen, and merchant seamen.

Thus the establishment of the U. S. Cadet Nurse Corps is enabling thousands of young women to serve their country as they learn a proud profession—as they prepare for a highly respected and well-paid career—without cost—with pay during the training period.

The letters on the following pages—letters from the War Department, the Navy Department, and the U. S. Public Health Service—stress the urgency of the need for nurses and indicate how advertisers can help solve the problem. They ask your cooperation in making a success of the drive to enlist at least 65,000 new student nurses in the U. S. Cadet Nurse Corps.



DO NOT ADDRESS THE SIGNER OF THIS LETTER  
BUT ADDRESS YOUR REPLY TO  
BUREAU OF MEDICINE AND SURGERY  
NAVY DEPARTMENT, WASHINGTON, D. C.  
AND REFER TO NO.

(OG)



N:ILS



WASHINGTON, D. C.

My dear Mr. LaRoche:

The problem of interesting qualified young women in nurse training becomes more serious as the war progresses and absorb heretofore routine sources of student nurse procurement. Since the alluring field of patriotic endeavor confronts the girl graduate her attention becomes focused on the ever present niche in which she finds adequate compensation for a skill quickly learned and her future and goal are solved in the present urgency of work obtained.

The Subcommittee on Nursing, Federal Security Agency, has been aware of the nurse training situation for some time and they have been exploring every available means for effectively projecting the nursing needs upon the public mind.

The medium of advertising so widely used in all important projects has occurred to us as being a highly desirable avenue for attracting young women to a profession in which the health and welfare of a Nation depends. Any advertising designed for the high school girl could be utilized to attract her attention to the nursing profession.

Your favorable consideration of our Nursing Training problem will be appreciated. Miss Jean Henderson, Information Consultant, Health and Medical Committee, Federal Security Agency, will be glad to work out the details of any program that might be suggested.

Very sincerely yours,  
*Ross T. McIntire*  
ROSS T. MCINTIRE,  
The Surgeon General,  
United States Navy.

IN REPLY REFER TO SPMC.

Mr. Chester J. LaRoche, Chairman,  
The War Advertising Council, Inc.,  
60 East 42nd St.,  
New York, N.Y.

WAR DEPARTMENT  
SERVICES OF SUPPLY  
OFFICE OF THE SURGEON GENERAL  
WASHINGTON

#### Recruitment of Army Nurses

Army nurses are now stationed in 35 bases outside the United States as well as at 537 stations in the continental United States.

An increasing number of overseas assignments and the opening of new hospitals to take care of wounded men returned from the fighting front necessitates a monthly increase in strength of 2,000 officers for the Army Nurse Corps.

The Medical Department of the United States Army is keenly interested in recruiting registered nurses who have retired in recent years. Many of these women may feel that they have lost their nurses 'touch' and have forgotten medical routine.

To meet the wartime demand for nurses the Army Medical Department has instituted short training periods and refresher courses. Registered nurses from 21 to 45 years of age who have returned to civilian life are urgently needed for important nursing assignments with the Army.

*N.T. Kirk*  
NORMAN T. KIRK  
Major General, U. S. Army  
The Surgeon General



# SUGGESTIONS

**Below are several basic themes which will carry the message of the U. S. Cadet Nurse Corps and should be used in advertising and printed material.**

## **1. A Lifetime Education Without Cost—If You Can Qualify**

Sixty-five thousand new student nurses are needed this year. The U. S. Cadet Nurse Corps was created by the Congress to meet that need. If you qualify for enlistment you will receive full education to meet the requirements for graduation from an accredited nursing school of your selection, approved under the Bolton Act. Your complete tuition, room and board will be paid plus an allowance of at least \$15 to \$30 a month. You will be given the uniform of the nursing school you select as well as the smart new street uniform for optional wear, that proudly proclaims you a member of the U. S. Cadet Nurse Corps. . . As a Cadet Nurse you will be preparing for a profession that offers you the certainty of a lifetime career if you want it—an invaluable preparation for marriage and motherhood if you choose homemaking after the war.

## **2. Enlist in a Proud Profession—Become a Nurse**

Waging their battle for human survival on the home front as well as in the zone of combat, nurses today are serving all over the world. As proud members of an important profession, their work is honored wherever their skilled and gentle hands help ease suffering and save lives . . . Dealing with the world of science and medicine, a nurse's education brings her into contact with doctors, scientists, educators, and people who plan the welfare of our communities . . . The marriage rate among nurses is outstandingly high. In keeping with the trend of the times, many schools today are permitting marriage of students while they are still in study and some are accepting applicants who are married when they apply. Nurses—it is generally known—make fine wives and good mothers, capable homemakers, competent leaders in the activities of their communities.

## **3. The Uniform and Insignia of the U. S. Cadet Nurse Corps**

The smart street uniform of the U. S. Cadet Nurse will identify you officially as a member of a Government wartime service. Designed by Molly Parnis, one of the country's leading fashion experts, the uniform consists of a gray wool suit and topcoat, a gray and white striped summer uniform—each styled with regimental red epaulets and silver buttons and insignia—and raincoat. A jaunty beret, designed by Sally Victor, completes the outfit. Insignia is that of the U. S. Public Health Service and the Cadet Nurse Corps . . . Indoors you will wear the uniform of the school of nursing in which you enroll. Insignia of the Corps may also be worn on the indoor uniform. . . Will you be one of the 65,000 young women privileged to wear these proud symbols of service to your country?

## **4. For Information**

about all schools of nursing, go to your nearest hospital or write: U. S. Cadet Nurse Corps, Box 88, New York, N. Y.

# PRODUCT ADVERTISING

The use of inserts run in the body of regular product advertising is another way in which advertisers can help materially—and frequently—to carry the message of the U. S. Cadet Nurse Corps to the young women of America and their families. Any of the inserts shown below can be used in product advertising—the selection depending largely on the nature of the space available.

**ENLIST IN A PROUD PROFESSION  
JOIN THE U. S. CADET NURSE CORPS  
A LIFETIME EDUCATION FREE—  
IF YOU CAN QUALIFY**

**you will receive:** Full training which meets graduation requirements in the approved school of nursing of your choice. Complete tuition and fees will be paid.

*Minimum qualifications:* Graduation with good scholastic record from an accredited high school and good health. Age limits: 17 or 18 and 35.

Official Cadet Nurse Corps uniforms for optional outdoor wear—winter and summer. School uniforms, room and board.

A regular monthly allowance of at least \$15 to \$30 during training.

**for information** about all schools of nursing go to your local hospital or write today to:

U. S. CADET NURSE CORPS  
Box 88, New York, N. Y.



**GIRLS—A Lifetime Education Free—  
if you qualify**

**TRAIN AS A NURSE**

High-school graduates with good scholastic records, go to your local hospital or write today for your copy of *Official Folder*

U. S. CADET NURSE CORPS  
Box 88, New York, N. Y.



**ENLIST IN A PROUD PROFESSION!**

**answer** your country's call for 65,000 new student nurses this year!

**join** the U. S. Cadet Nurse Corps—Learn, Earn, and Serve!

**If** you are between the ages of 17 or 18 and 35, a graduate of an accredited high school with a good scholastic record and in good health, you will receive complete education which meets graduation requirements in the approved school of nursing of your choice. Complete tuition and fees will be paid. Room, board, uniforms and monthly allowances will be provided.

**for information** about all schools of nursing go to your local hospital or write today to:

U. S. CADET NURSE CORPS  
Box 88, New York, N. Y.



## The Audience to be Reached

As the object of the campaign is to recruit young women for enlistment in the U. S. Cadet Nurse Corps, advertising and printed material should be directed to reach graduates of accredited high schools, with good scholastic records, between the ages of 17 or 18 and 35. Because they must either be graduates of an accredited high school or have had some college education, the medium through which they are approached will naturally have to be one that appeals to people of character and intelligence.

The approval of parents—their encouragement and cooperation—is greatly to be desired. Therefore, a second audience consists of the mothers and fathers—parents to be convinced that the U. S. Cadet Nurse Corps offers their daughters a rare and valuable opportunity—the opportunity of receiving an education—without cost—of assuring their future with a proud and dependable profession.



FEDERAL SECURITY AGENCY  
U. S. PUBLIC HEALTH SERVICE

IN REPLYING  
ADDRESS THE SURGEON GENERAL  
U. S. PUBLIC HEALTH SERVICE

WASHINGTON  
(BETHESDA STATION)

Mr. Chester J. La Roche  
Chairman, The War Advertising Council, Inc.,  
60 East 42nd Street,  
New York, New York.

Dear Mr. La Roche:

There is in this country at this time an acute nursing shortage in civilian hospitals. The recruitment of student nurses is becoming increasingly difficult. Unless we can enroll at least 65,000 new students in schools of nursing during 1943, America faces a critical nursing situation. We believe that the U. S. Cadet Nurse Corps authorized by the Bolton Act should greatly relieve this serious situation.

If certain carefully selected national advertisers could present this appeal to the young women of America, they would be rendering a public service of lasting value. Such a contribution to the war effort would reap rewards not only for the duration of the present conflict but in the years of reconstruction and peace to follow.

We would be most appreciative of any impetus your organization can give this program. We believe the accounts most likely to be interested would be drug manufacturers on the American Medical Association approved list, leading cosmetic manufacturers and large insurance companies.

Sincerely yours,

Thomas J. Brinkley  
Surgeon General



# HOW ADVERTISING CAN HELP

To meet this need—to recruit 65,000 new student nurses this year—the story of the U. S. Cadet Nurse Corps must be told from coast to coast—from the Gulf to the Great Lakes.

Advertising can help carry this vital message by devoting space and radio time to this campaign. By so doing advertisers will be giving a real boost to Victory by helping to safeguard the Nation's health—both military and civilian.

## Sample Advertisements

→ On the following pages, examples are given of advertisements designed to carry the message of the U. S. Cadet Nurse Corps. Run as they have been prepared, or used to inspire the thinking of your own creative staffs, they will undoubtedly do much to stimulate response—to meet the great wartime nursing need for the enlistment of 65,000 qualified young women in the U. S. Cadet Nurse Corps this year!

## The Official Insignia

→ To make them a familiar, integral part of the U. S. Cadet Nurse Corps, readily recognized wherever seen, the insignia of the U. S. Cadet Nurse Corps and the U. S. Public Health Service (shown below) should be used in all advertising and printed material.



U. S. Cadet Nurse Corps  
Sleeve Insignia



U. S. Public Health Service  
Cap Device



Student nurses in operating theater observing surgery.

# GIRLS—A Lifetime Education Without Cost—if You Can Qualify

Never before have you been offered such an opportunity to serve your country while you prepare for a secure and important future. This is the privilege offered you—if you qualify for enlistment in the U. S. CADET NURSE CORPS. Although qualifications vary with schools of nursing, minimum requirements are graduation with a good scholastic record from an accredited high school, and good health. Age limit is 17 or 18, depending on the school of nursing, and 35.

As a Cadet Nurse—you will receive full education which meets graduation requirements of the approved nursing school of your choice. Your complete tuition, room and board, and a regular allowance of \$15 to at least \$30 a month will be furnished. You will be given the indoor uniform of the nursing school you choose, as well as the smart official street uniform for optional wear that

proudly proclaims you a member of the U. S. CADET NURSE CORPS.

As a Cadet Nurse—you will prepare for a professional life that gives wide choice of nursing occupations. You can become an Army or Navy Nurse, a nurse in public health or Government service in the United States or abroad. You can be a nursing executive or teacher. You can specialize as an anesthetist, physiotherapist, X-ray, or laboratory technician. You may choose the fields of child health and guidance, industrial health, or health relief and rehabilitation. You will be eligible to become a Registered Nurse.

Check the list at the right. See if you meet these qualifications for enrollment. If you can answer "yes" to these questions, fill in and mail the coupon today for your copy of the Official U. S. Cadet Nurse Folder.

## Give yourself this test

Yes No  
Are you between 17\* and 35 years

Are you in good health?

Have you graduated from an accredited high school or have you had some college education?

Are you interested in science?

Have you a sense of humor?

Have you an orderly mind?

Are you neat?

Are you deft with your hands?

Are you quick to grasp what you see, read and hear?

Are you interested in people?

\*Minimum age requirement in some schools of nursing is 18.



## Join

# U. S. CADET NURSE CORPS

U. S. CADET NURSE CORPS  
Box 88  
NEW YORK, N. Y.

Please send *Official Folder* giving full information about the U. S. CADET NURSE CORPS.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_



# Free—Education For a Lifetime Profession

IF YOU CAN  
QUALIFY . . .

The Cadet Nurse Corps has been created by the Congress to give you nurse training—*Free!*

Acceptance for enrollment in the U. S. Cadet Nurse Corps is a high privilege—an opportunity to give something of yourself for the country today—and to prepare for a secure and important profession tomorrow.

Young women who are graduates of accredited high schools with good scholastic records, and who are in good health

are qualified to enlist in the U. S. Cadet Nurse Corps. Age limit is 17 or 18, depending on the school of nursing, and 35.

## 65,000 New Student Nurses Needed This Year

As a Cadet Nurse you will receive full education to meet graduation requirements from an approved nursing school of your selection. Your complete tuition, room and board will be paid, plus a regular allowance of \$15 to at least \$30 a month. You

will be given the indoor uniform of the nursing school you select, as well as the smart official street uniform for optional wear that proudly proclaims you a member of the U. S. Cadet Nurse Corps.

### *A Profession for the Future*

As a Cadet Nurse you will be preparing for a professional life that gives you a wide choice of interesting work. You can become an Army or Navy Nurse, a nurse in Public Health or Government Service in the United States or abroad. You can be a nursing executive or teacher. You can specialize as an anesthetist, X-ray or laboratory technician. You may choose the fields of child health and guidance, industrial health, or health relief and rehabilitation. You will be eligible to become a Registered Nurse.

**Enlist in a Proud Profession—**

**Become a Nurse**

**U. S. CADET NURSE CORPS**



# SUMMARY

The important message to get across to readers and listeners is that all-expense scholarships are available for qualified student nurses who join the U. S. Cadet Nurse Corps. In addition, advertisers should state specifically who is eligible and what a young woman should do to join the U. S. Cadet Nurse Corps . . . Briefly, advertising messages should include as many of the following points as possible.

- All expense scholarships available for qualified student nurses provide room, board, books, attractive outdoor uniforms, tuition, health and laboratory fees, and monthly personal allowances.
- Qualifications for admission to the U. S. Cadet Nurse Corps vary with schools of nursing, but minimum requirements include good health and graduation with good scholastic record from an accredited high school. The age limit is 17 or 18 (depending on the school of nursing) to 35.
- Cadet Nurses enroll in established schools of nursing of their choice. Through the school they enlist in the U. S. Cadet Nurse Corps.
- The need for nurses is acute. The Army and Navy must recruit thousands of nurses to care for the sick and wounded on the battle fronts. Civilian hospitals, short of nurses under normal conditions, are now caring for greatly increased numbers of patients. Industry needs more nurses to protect the health of workers on the production front.
- Nursing is war work with a future. Prepare now for a highly respected and well-paid career.
- Nursing is one of the finest preparations for marriage and motherhood.
- Through accelerated courses in approved schools of nursing, Cadet Nurses complete their education in from 24 to 30 months, except in schools which require an additional 6 months training. They then become Senior Cadets, performing the work of graduate nurses under supervision.
- Upon completion of her education a Cadet Nurse promises her services to her country for the duration of the war—in either essential civilian or military nursing. The choice is hers.
- Student nurses enrolled in the Corps 90 days before the end of the war may complete training under the Cadet Nurse Corps program.
- Any hospital, whether or not it maintains a school of nursing, will furnish information about the U. S. Cadet Nurse Corps, or write to the U. S. CADET NURSE CORPS, Box 88, NEW YORK, N. Y.

*Enlist in a Proud Profession!*

JOIN THE

## U. S. CADET NURSE CORPS

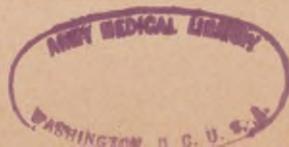
A Lifetime Education—  
**FREE!**  
IF YOU CAN QUALIFY

FOR INFORMATION  
GO TO YOUR LOCAL HOSPITAL  
OR WRITE U. S. CADET NURSE CORPS, BOX 88, NEW YORK, N. Y.



### CHECK COPY

The U. S. Public Health Service will welcome sponsorship of this campaign by advertisers of U. S. P. and National Formulary drugs, insurance, public utilities, heavy industries and such other products as cosmetics, food, household equipment and appliances, women's wear, and similar advertisers. Because of the professional and ever-changing nature of this war emergency program, it is suggested that last-minute information and answers to specific questions be secured from the Division of Nurse Education, U. S. Public Health Service, Federal Security Agency, Washington, D. C., before advertising copy is prepared.





Division of Nurse Education  
U. S. Public Health Service  
Federal Security Agency  
Washington, D. C.